

## Digital Advertising - Canada - August 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The vast majority of Canadian consumers regularly view digital ads, whether via a computer, mobile device and/or news feed."

- Andrew Zmijak, Research Analyst

This report looks at the following areas:

- Older cohorts less likely to click on most types of ads
- Consumer frustration with mobile ads apparent
- Close to half rid video display ads as soon as possible

Additionally, most consumers are also exposed to digital ads on a daily basis. Although most see digital ads frequently, frustration and avoidance of such ads is prominent among Canadians, especially older segments of the population. Younger consumers though, display positive sentiment towards the category and are more likely to click on digital ads to learn more about a product and/or service. Advertisers face challenges in attracting certain groups; however, they have opportunity to do well through appropriate ad formats and suitable offerings based on the behaviours and attitudes of these cohorts.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Overview

What you need to know

Definitions

### Executive Summary

The issues

Older cohorts less likely to click on most types of ads

Figure 1: Comparison of ad formats, 18-44s vs over-45s, June 2018

Consumer frustration with mobile ads apparent

Figure 2: Attitudes towards mobile ads, June 2018

Close to half rid video display ads as soon as possible

Figure 3: Attitudes towards video display ads, June 2018

The opportunities

Younger consumers more likely to see digital ads

Figure 4: Daily ad viewership, by age, June 2018

Parents hold positive attitudes towards mobile ads

Figure 5: Attitudes towards mobile ads (select), parents vs overall, June 2018

Over a third sometimes click on native ads

Figure 6: Attitudes towards native ads, June 2018

What it means

### The Market – What You Need to Know

Estimated growth of 18-44s will benefit category

High smartphone ownership bodes well for digital advertisers

The effects of improved perceptions of financial health

### Market Factors

Projected growth of 18-44s will benefit the category

Figure 7: Projected trends in the age structure of the Canada population, 2014-19

Figure 8: Tide, Super Bowl LII Commercial, It's a Tide Ad, February 2018

High smartphone ownership bodes well for category

The effects of improved perceptions of financial health

### Key Players – What You Need to Know

Emotional ads for Canada's 150th birthday

Political ads on social media target voters

Ad budgets are migrating more to digital

Negative sentiment prevails

New ad channel via AR integrated through social media

### Marketing and Advertising

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## Emotional advertising for Canada's 150th birthday

Figure 9: It's Canada's Birthday, June 2017

Figure 10: Tim Hortons #Canada150 – Born on Canada Day, June 2017

## Political ads on social media target voters

Figure 11: Don't Give the Conservatives or the NDP a Blank Cheque, June 2018

Figure 12: Better Never Stops, May 2018

## Subway's take on Greek food

Figure 13: MAKE IT GREEK – NEW GREEK COLLECTION | SUBWAY, April 2018

### What's Working?

Advertising budgets are migrating more to digital

Instagram's native advertising feature

### What's Struggling?

Negative sentiment prevails

Data breach targets consumers via ads

### What's Next?

Augmented reality integrated through social media

### The Consumer – What You Need to Know

Viewership of digital ads is fairly universal

One fifth most likely to click a video ad on a website seen on a computer

Men lean towards computer ads whereas women to social media

Leading sentiment points to frustration with mobile ads

Over a third sometimes click on native ads

Near half of consumers rid video display ads as soon as possible

### Frequency of Ad Viewership

Viewership of digital ads is fairly universal

Figure 14: Frequency of digital ad viewership, June 2018

Figure 15: Frequency of ad viewership, by ad type, June 2018

Viewership of computer ads slightly higher on average

Figure 16: Frequency of ad viewership, by type of ad, June 2018

Younger consumers more likely to view digital ads

Figure 17: Daily ad viewership, by age, June 2018

Younger men driving gender differences

Figure 18: Overall ad viewership (select), men 18-44 vs women 18-44, June 2018

### Comparison of Ad Formats

One fifth of consumers are most likely to click on a video ad on a website seen on a computer

Figure 19: Comparison of ad formats, June 2018

Men more likely to click on computer ads, women on social media ads

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Figure 20: Comparison of ad formats, men vs women, June 2018

Younger cohorts more likely to click on most types of ads

Figure 21: Google Photos: Best Picture, February 2017

Figure 22: Comparison of ad formats, 18-44s vs over-45s, June 2018

Parents also more likely to click on ads

Figure 23: Comparison of ad formats, parents vs overall, June 2018

### Attitudes towards Digital Ads

Leading sentiment points to frustration with mobile ads

Figure 24: Attitudes towards mobile ads, June 2018

Older consumers much more likely to never pay attention to mobile ads

Figure 25: Attitudes towards mobile ads (select), 18-44s vs over-45s, June 2018

Parents display positive sentiment towards mobile ads

Figure 26: Attitudes towards mobile ads (select), parents vs overall, June 2018

Over a third sometimes click on native ads

Figure 27: Attitudes towards native ads, June 2018

Younger cohorts tend to show more interest in native ads

Figure 28: Attitudes towards native ads (select), 18-44s vs over-45s, June 2018

Near half of consumers rid video display ads as soon as possible

Figure 29: Attitudes towards video display ads, June 2018

18-44s more inclined towards video display ads

Figure 30: Heineken | Worlds Apart | #OpenYourWorld, April 2017

Figure 31: Attitudes towards video display ads (select), 18-44s vs over-45s, June 2018

### Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

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